



United States Department of Agriculture



Agricultural Marketing Service

*A Briefing for the Advisory Committee on
Beginning Farmers and Ranchers*

June 23-24, 2014





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USDA

Agricultural Marketing Service

*Creating Opportunities for
American Farmers and Businesses*

What is the Agricultural Marketing Service?



The U.S. Department of Agriculture's Agricultural Marketing Service (AMS) provides the agriculture industry with valuable tools and services that help create marketing opportunities. AMS ensures the quality and availability of wholesome food and agricultural products for consumers in domestic and export markets. Nearly 4,000 AMS professionals work every day to support agriculture, from individual farmers to international businesses, helping American agriculture remain competitive in a global marketplace. AMS' services and grant investments also create opportunities by supporting economic development in small towns and rural communities that stand as the backbone of American values.

Farmers Markets and Local Food Marketing



Technical Assistance

- Food Hubs and Distribution Infrastructure
- Wholesale Markets
- Farmers Market Design and Assessment
- Research on Direct Farm Marketing and Local Food
- Transportation Reports
- USDA Market News Reports and Information

Added Value Programs



- Organic Certification — National Organic Program
- Good Agricultural Practices (GAP) Certification
- Quality Verification Programs (*USDA seal of approval*)
- Process Verification Programs

Regulatory Programs to Protect Farmers



- Perishable Agricultural Commodities Act (PACA)
- Quality Standards, Grading, Certification, Auditing, and Inspection Services
- Laboratory Approval and Testing Services
- Country of Origin Labeling

AMS Grant Programs



- Local Food Promotion Program (LFPP)
- Farmers Market Promotion Program (FMPP)
- Federal-State Marketing Improvement Program (FSMIP)
- Specialty Crop Block Grant Program (SCBGP)
- National Organic Cost Share Program

Commodity Purchases



How can I sell my product to the government?

A Call to Action



How can YOU get involved?

- Research and Promotion Program Board Membership
- Marketing Order Committee Membership

Questions for Committee Members



Have you ever had difficulty receiving a particular service from AMS?

Questions for Committee Members



If you had difficulty, how could we have made it better for you?

Questions for Committee Members



How can AMS better utilize current programs to help small farmers and ranchers?

Questions for Committee Members



Are there partnership projects that you feel would help small farmers and ranchers?